



Deliver exceptional CX

3CX for Chat, Facebook & SMS

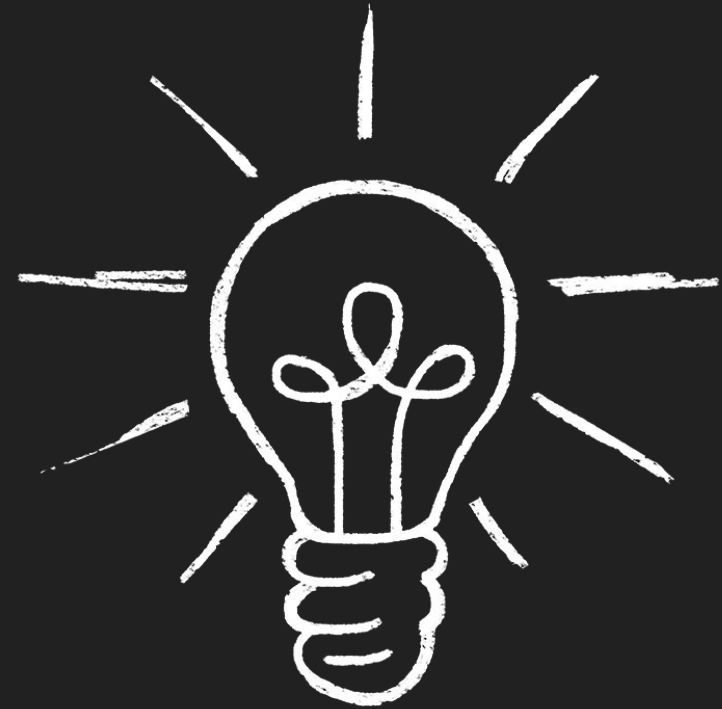
Agenda

01 Market Review

02 Live Chat for Business

03 Facebook Integration

04 Sending SMS with 3CX



Market Dynamics

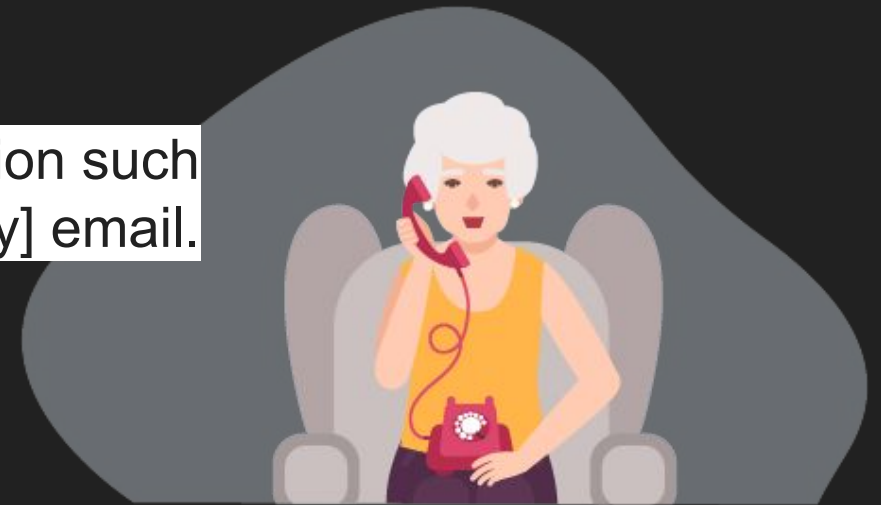


Social Segments have Different CX Needs



Millenials prefer chat and facebook messaging, mirroring usage in their personal lives

Baby boomers prefer traditional communication such as calling and [less frequently] email.



But Nobody Likes to be Kept Waiting!

Expected response times vary by channel but all demand speed.



1 Hour



Instant!



11 Minutes



5 Minutes

You Need to Provide:

Choice



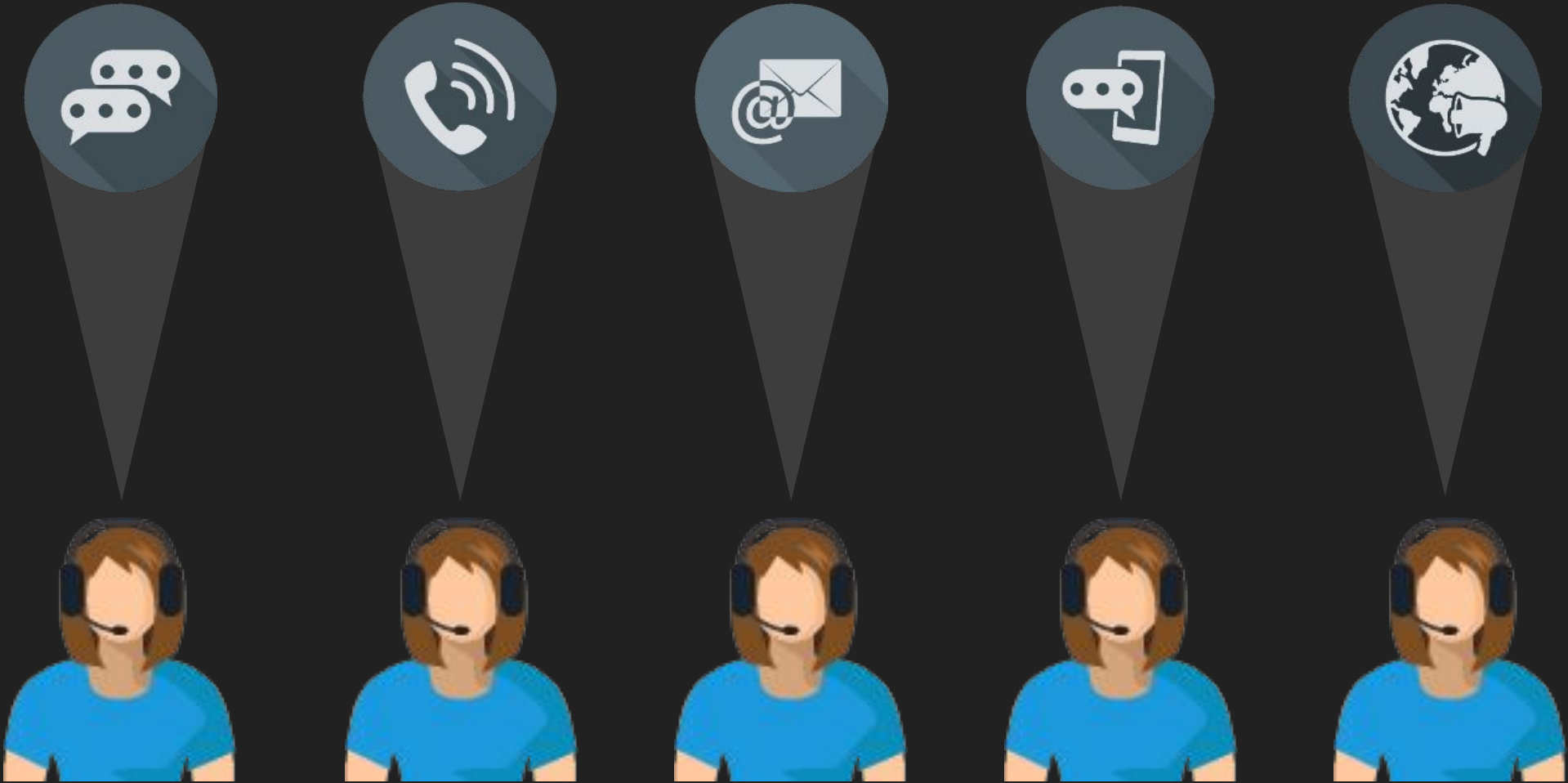
Let customers
choose the platform
that's right for them

Efficiency

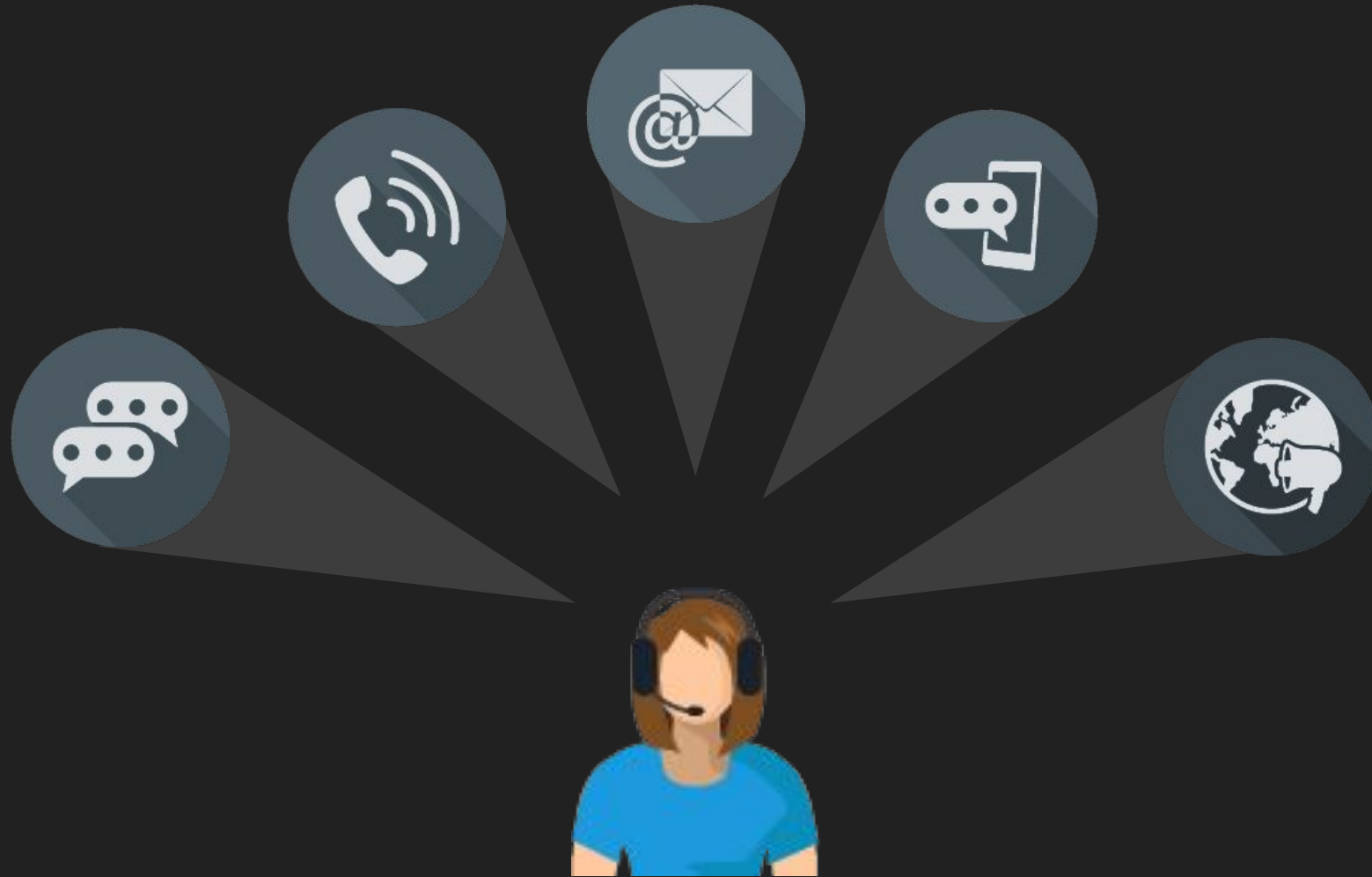


Responses need to
be instant for
positive CX

Old Way: Multi-Channel Vacuums



New Way: Streamlined Omnichannel



3CX Creates Omnichannel Experiences

Competitors

- Multi-channel functionality
- Agents are assigned to one channel
- Customers dealt with in a vacuum

3CX

- Omni-channel functionality
- Agents can use multiple features
- Elevate from chats to calls

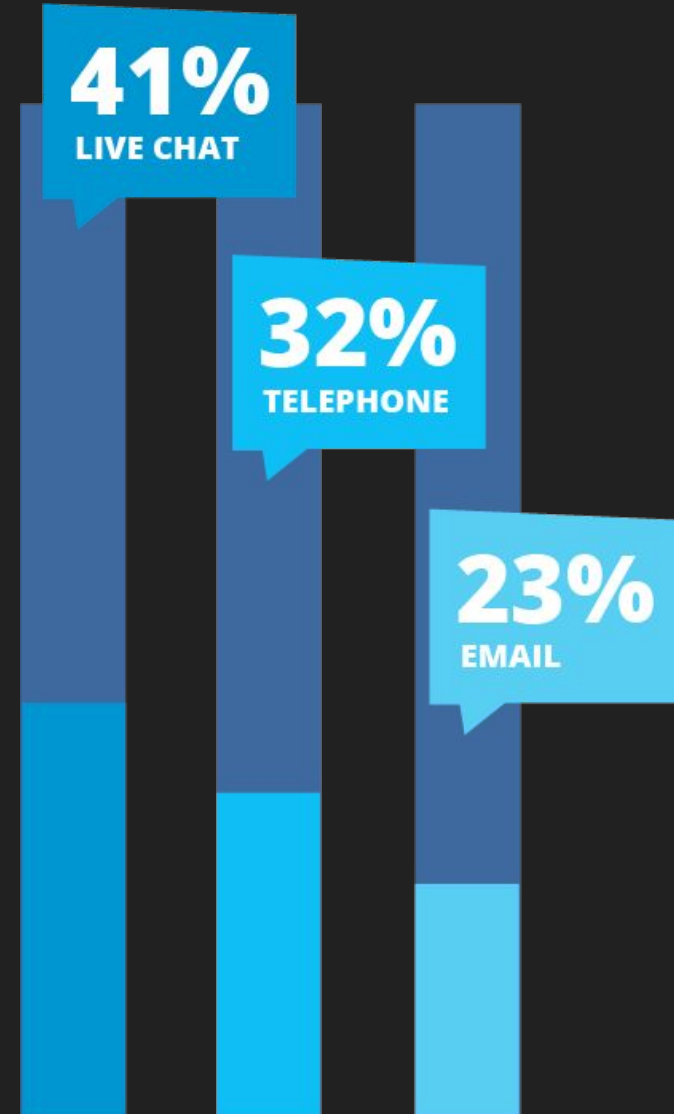
3CX Live Chat



Consumers Prefer Live Chat

Live chat is consumers preferred support channel.

Offer customers immediate help with minimal effort required.



3CX Live Chat

3CX Live Chat can be integrated with Wordpress and custom built sites:

- Included in all 3CX Licenses
- Utilises WebRTC
- Chat from your Webclient



Live Chat Boosts Sales, Revenue and Loyalty

1. It's **free!** Slash your call costs even more
2. Watch sales soar: 79% of businesses say live chat has **increased sales and revenue**
3. **Increase loyalty:** 38% of consumers more likely to buy with live chat support
4. Effortlessly **book appointments** and save customers from phone fear

Stay in Control of the Conversation

Consumers love real-time support, but 38% are frustrated by live chat.

Elevate to a call with 3CX and solve difficult questions quickly!

- Elevate chat to voice or video call – Free of charge
- Avoid customers having to call a number and speak to another team/agent
- Increase conversions and Improve response times
- Increase customer satisfaction – no need to dial a number

Stay in Control of the Conversation

New Features for Update 7!

- New chats are auto-assigned to the person who answers
- Auto responses for chat customers
- Queue manager can view chats and whisper
- Operator's avatar image visible once the agent takes ownership

Facebook Integration



Messenger Use is Growing

People and businesses exchange **20 billion messages** on messenger each month.

One in two people consider business messaging the "modern way to communicate."



3CX Facebook Integration

Reach your customers on the platforms they already love

The screenshot displays the 3CX web client interface. On the left is a navigation sidebar with options: People, Contacts, Chat (highlighted with a notification badge), Call History, Voicemail, Schedule Conference, WebMeeting, Switchboard, Recordings, Settings, and Help. The main area is divided into three sections:

- Recents:** A list of recent chat messages. The top entry is from Pauline Richards with the message "Hi! Yes, I'm interested." and a status of "Chat was dealt with". Below it is another message from Pauline Richards: "We would like to inform you that we ar...". Other entries include a message from Kate ("I need some info on your products.") and a message from a Web Visitor ("Hello! I need assistance.").
- Chat Window:** A conversation with Pauline Richards. The header shows her name and profile picture. The chat history includes:
 - A message from Pauline Richards: "Hi! Yes, I'm interested." (2:40 PM).
 - A system message: "Tom Lee Chat was taken" (2:43 PM).
 - A message from the user: "I can send you our new product catalogue if you just send me your email address." (2:44 PM).
 - A system message: "Chat was dealt with" (2:47 PM).
- SMS Panel:** A sidebar on the right for SMS messages. It shows contact information for Pauline Richards (+357 00 00 00 000, pr@example.com) and icons for Call, SMS, and Email. Below is a "Conversation History" section with the following entries:
 - Tom Lee dealt with (September 30, 2020 2:47 PM)
 - Tom Lee took chat (September 30, 2020 2:43 PM)
 - Pauline R. sent message Sales Queue (September 30, 2020 2:40 PM)

3CX Facebook Integration

What are the benefits?

- 01 No need to login to Facebook
- 02 No additional software fees
- 03 Access Specialized reports
- 04 Capture leads quickly
- 05 Offer a new support channel
- 06 Increases customer satisfaction

3CX Facebook Integration

Is it secure?

- 3CX saves no data and doesn't have access to data from Facebook
- Stateless proxy's forget about the SIP Request once it has been transferred

SMS for 3CX



SMS For 3CX

Enjoy interactive customer experiences with two way messaging

- 3CX SMS supports 10 Digit Long codes and P2P
- Agents can receive or send SMS' directly from the 3CX Chat
- Share numbers between agents or assign individually

SMS For 3CX

Benefits and Uses:

- Send & confirm appointment reminders
- Resolve customer queries
- Send product offers
- Update opening and closing times
- And more!

Supported SMS Providers

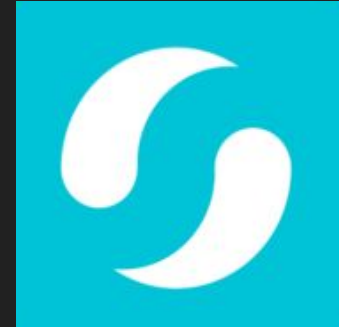
Telnyx



Available In:

- US & Canada
- UK (P2P domestically only)
- Poland
- Australia
- China

Flowroute



Available In:

- US Only

New! Chat Reports

Ensure your agents are engaging with customers at all levels.

1

Queue Agents Chat
Statistics

2

Queue Chat
Performance

3

Abandoned
Chats

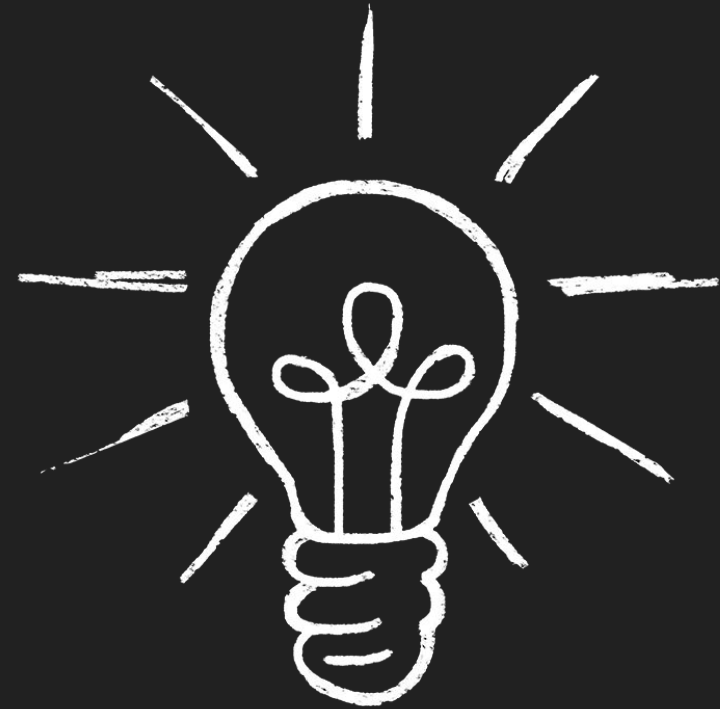
Key Takeaways

01 Messaging is a Core Channel

02 One Agent: Multiple Tools

03 Test with Existing Customers

04 Build Omnichannel Strategies



01

02

03

04

Any questions?